

## Why Odo-ro-no Is In Bad Odor

Women Using It Trifle with Something "Both Fraudulent and Dangerous."

Better to Perspire and Be Well Than Use Astringent Lotions and Risk Ulcerations. "Harmless" Claims Disproved by Leading Authorities.

By SAMUEL HOPKINS ADAMS.

Look out for Odo-ro-no! This warning is directed particularly to women, who regard it as harmless because it is an external preparation. As its use is extensively exploited, to and in some measure does, check perspiration, it has become widely popular with a class of women who would laugh at the notion of taking any "patent medicine." I can count, in my own acquaintance, at least a dozen women, of intelligence quite above nostrum-swallowing, who have come to depend upon this so-called "toilet water" in total ignorance of its ingredients or action upon the body, and with a blithe disregard of the fact that to interfere with a natural function of the body, such as perspiring, is necessarily harmful.

"But it can't hurt me. It's only for external use," they say. They have been fooled by the advertising. Here is a sample of it:

### Dance Without

### Perspiration Annoyance!

Think of the relief of being free from it—of being able to dance every dance and yet keep your gowns, hose and gloves unstained, fresh and dainty! This is what Odo-ro-no offers you. Two or three applications a week will not only prevent all perspiration odor, but will keep the armpits, feet, hands and neck comfortably and naturally dry. Many women find no other protection for the armpits necessary. Get your bottle of Odo-ro-no to-day. See how quickly it does away with perspiration troubles. Unscented, harmless and easily applied.

Clever advertising, that, considering the vicious nature of the product and the harmful character of what it purports to do. Note the careful avoidance of any direct claim that it checks perspiration, which might alarm any one who stopped to consider, whilst slyly conveying that impression in the astute phrase, "Will keep the armpits, feet, hands and neck comfortably and naturally dry." Just how a drug exercising a powerful chemical action can keep any part of the body naturally dry the Odo-ro-no company might find difficulty in explaining.

Then note the most good—or harm. Just what is this wonder-working "harmless" preparation?

It is listed under the heading of "Medical Frauds." Here is the exact listing:

NAME	MANUFACTURER	MANUFACTURER'S CLAIM	CONTAINS	RETAIL PRICE OF 1-1/2 OZ. BOTTLES
Odo-ro-no	Odo-ro-no Co., Cincinnati, O.	"Prevents excessive perspiration."	Aluminum chloride 20% Resorcinol—trace.	.50 .02

In his book "1001 Tests of Foods, Beverages and Toilet Accessories" Dr. Harvey W. Wiley designates Odo-ro-no with the mark "D" (disapproved).

"Essentially a solution of aluminum chloride," he writes, "with a little free hydrochloric acid, and a trace of bromid, artificially colored. . . . It may clog the pores and irritate the skin."

The "Journal of the American Medical Association" brands Odo-ro-no "both fraudulent and dangerous."

The harmful character of this self-styled "harmless" preparation is due to the aluminum chloride, which is present in varying quantities. According to the expert of the New York City Board of Health, this, coming in contact with water (in the form of perspiration, for example) forms hydrochloric acid. Applied to the human skin hydrochloric acid has a tendency to cause ulcerations, and this tendency is aggravated if there is any local abrasion, cut, sore or pimple.

Some time ago, in response to complaints that Odo-ro-no contained a harmful drug, the New York City Board of Health analyzed it, with the result that the Odo-ro-no company, receiving a frank intimation that its product appeared to be outside the limit of permissible drug commerce, took fright and promised to change the formula. It is said that they have changed it; but up to a quite recent date the reformed product has not been on the market.



A TYPICAL ODO-RO-NO WINDOW DISPLAY.

Now it may be only a coincidence, or it may be something quite different; but the drug stores of New York suddenly began to "feature" Odo-ro-no in their windows. The illustration shows one display. It is conceivable—such things have been known in the patent medicine trade—that, having been warned of legal difficulties in prospect, the Odo-ro-no company hastened to the aid of the local druggists and helped them to get rid of the old and harmful stock. Certainly perfumed aluminum chloride is still on sale in New York City under the name "Odo-ro-no." The Tribune Bureau of Investigations established this in response to the following request:

Ad-Visor, New York Tribune:

I understand that Dr. Goldwater notified the Odo-ro-no people of the harmful effect of their preparation, and that he would be compelled to take steps to prevent its sale in New York City.

Please advise me whether the preparation now being sold in the City of New York by department stores and by drug stores is the same preparation.

Whether or not it is precisely the same formula is impossible to say. Essentially, however, it is the old Odo-ro-no. A sample purchased in the open market on December 3 was analyzed for The Tribune Bureau of Investigations by the Lederle Laboratory.

"Sample is substantially a perfumed and colored solution of aluminum chloride," is the Lederle findings.

"Serious objection has been raised to this product," states the accompanying laboratory report, "on account of the extreme acidity inherent in a solution of aluminum chloride of this strength. . . . Such a solution of aluminum chloride cannot be regarded as unobjectionable."

What the new formula of Odo-ro-no will be, and do, remains to be seen. Meantime, women who have been smeared themselves with this "harmless" concoction would do well, before continuing, to keep in mind these incontrovertible and almost self-evident facts:

Perspiration is one form of self-cleansing on the part of the body. To check it is both dirty and dangerous.

Using any substance, even though harmless in itself, which clogs the pores is damaging to the skin.

It is particularly inadvisable to place strong chemicals under the armpit, because of the tenderness of the skin there. The use of an irritant of any kind in this sensitive place tends to break down nature's safeguards and give full sway to the inroads of pathogenic bacteria, which are always present. Maligning soldiers in the Civil War used to bring on nausea by setting "quids" of tobacco in the armpits.

Aluminum chloride, the active principle of Odo-ro-no, sets free a highly irritant destructive and poisonous acid, which attacks the skin and may cause ulcers.

Odo-ro-no is bad in purpose, false in claims, and dangerous in action. One golden rule applies to all medical preparations, external as well as internal. It is better to be safe than sorry.

## FAKE WINDOW AD COSTS \$100 FINE

Fraud, Exposed by Tribune, Prosecuted by Furnishings' Association.

CLERK CONVICTED; DENOUNCED IN COURT

Misrepresented "Manhattan" Brand of Shirts—Sign Lettered to Deceive Public.

Abraham Goldstein, a clerk for Leo Oppenheimer, haberdasher at 1679 Broadway, was fined \$100 in Special Sessions yesterday for advancing the sale of one brand of shirts by means of a "fake" window advertising card. The trick was exposed by Samuel Hopkins Adams, of The Tribune, through his "Window Bait" column last August. The court denounced it as a "patent and flagrant fraud."

Goldstein dressed his window up with a large shirt display and inserted a placard with the words in large type, "Manhattan Shirts." A careful examination of the sign at close range revealed in small type, too fine to be read by the person outside, the word "Borough." By means of this device he sold off "Manhattan Borough Shirts," while the buyers thought they were getting "Manhattan Shirts."

The exposure in "Window Bait" was noted by the Manhattan Shirt Company. Then the case was turned over to the Wholesale Men's Furnishings Association, for which Harry W. Newburger, of 2 Rector Street, is counsel. This association is cooperating with The Tribune "Ad-Visor" investigation bureau. It was found that the shirt window was in the hands of Goldstein, the clerk, who was arrested, charged with falsely and fraudulently advertising Manhattan shirts.

All the evidence, as noted in The Tribune, was introduced in court. Before the case was taken to the "Borough" on the sign relieved the defendant of all culpability. The court declared that it was a patent attempt to defraud, and imposed a sentence of ten days in city prison or a fine of \$100.

Mr. Newburger, attorney for the Furnishings Association, wrote the following letter to C. E. La Vigne, investigator for The Tribune's honest advertising bureau:

"My Dear Mr. La Vigne—Pursuant to your request, I wish to state that a conviction was obtained to-day in the Court of Special Sessions through the efforts of the Wholesale Men's Furnishings Association, one Goldstein, an employee of proprietors of a men's furnishings shop at 1679 Broadway, near Fifty-third Street, for falsely and fraudulently advertising Manhattan shirts.

"Before pronouncing judgment the court characterized this particular advertisement as a most patent and flagrant kind of fraud, and sentenced Goldstein to pay a fine of \$100 or be committed to jail for ten days. The fine was paid."

MARRIED TWO YEARS; PARTED FIVE TIMES

Couple's Marital Disputes Endangered by Friend's Troubles.

Strangely mixed are the matrimonial affairs of William Henry Schlichter, who, as a member of the wholesale millinery firm of the Edward Rieder Company, receives about \$8,000 a year, and Mrs. Henrietta Marion Schlichter. The introduction of one Bingham into the case is responsible for the complications. Mrs. Schlichter sued her husband for a separation, and he brought a counter claim for a divorce, naming Bingham, who, although well known to wife and husband, is not mentioned by his full name.

Five times the Schlichters separated in two years of married life. It was during one of these trial separations, that was to end in January, that the husband, according to his allegations, discovered Mrs. Schlichter's interest in Bingham.

Mrs. Schlichter's story about her interest in the mysterious Bingham differs from that of her husband. She relates that her present position is due to her friendly intervention in his marital affairs with intention to help him bear his burden. She alleges that Bingham, threatened by her husband with a \$50,000 suit for alienating her affections, has made two affidavits for Schlichter. Another alleged intervention was a promise of a job, says Mrs. Schlichter. The wife says that Bingham confided to her that he was married and that his wife and child were in Buffalo. His father, he is quoted as saying, knew nothing of his marriage and already had quarreled with her because of his great expenditure of money. Mrs. Schlichter says she advised Bingham to tell his father of his marriage and publicly acknowledged his wife and child. She added that unless he did so, she would, Bingham did not and Mrs. Schlichter did.

Schlichter told Justice Platzek that he earned \$8,000 a year, but that because of the war his income would be curtailed next year. The court awarded the wife \$125 a month alimony and \$200 for counsel fees.

ASKS MOTORCYCLES IN U. S. A. AS WAR AID

General Scriven Urges More Aviators and Signal Men.

Washington, Dec. 18.—Congress has been asked to provide one hundred motorcycles for the use of the army signal corps, because the European war has disclosed their great value.

In his annual report to-day General Scriven, chief of the corps, says: "Our own experience, wherever considerable bodies of troops have been consolidated and in service along the Mexican border, has confirmed this idea." He proposes the organization of motorcycle sections of the corps.

The signal corps now is short thirty-eight officers and 392 men of the personnel necessary for its work, the report states, and that restrictions as to marriage, age, rank, etc., be modified to open the flying corps to all officers of the line. On a basis of 180,000 men in the army, 368 additional officers and 2,360 men would be needed to organize eighteen aero squadrons.

A reserve corps to be composed of engineers and operators of the commercial telephone, telegraph and radio companies and organized along lines of the Medical Reserve Corps also is urged.

## TRIPLE FUNERAL HELD

Two Cemeteries Receive Victims of Double Murder and Suicide.

Funeral processions travelling in different directions started out yesterday afternoon from 6 Forty-second Street, Corona, where Frederick Schaeffer, a retired fireman, shot and killed his daughter, his mother-in-law and himself on Thursday.

The bodies of Mrs. Anna Bray and Anna Schaeffer, followed by five coaches, were taken to St. Michael's Cemetery, in Astoria. Schaeffer's body, followed by a single coach, was carried to the Lutheran Cemetery, in Corona.

Mrs. Schaeffer, who was wounded by her husband, is recovering in St. John's Hospital, Long Island City.

## MANHOLE ERUPTS; LID SOARS

Smoke and Flames Follow Explosion Which Rocked Buildings.

Patrolman Shine, at White and Lafayette Streets, yesterday afternoon heard a rumble above the vibration of traffic. He raised both arms, halting vehicles on either thoroughfare.

Then came a hissing, an explosion which jarred the Criminal Courts and nearby buildings, and a manhole cover jumped fifty feet. Its fragments fell at Shine's feet. A cloud of smoke and a tongue of flame rose from the manhole until the Edison Company shut off the electrical current. A short circuit in the conduit caused by water from the storm was the cause of the explosion.

## FAKE HOLD-UP DUE TO CHRISTMAS LURE

Bank Messenger Wanted Money for Gifts, Detectives Say.

Because, detectives say, he wished fine raiment and Christmas gifts, Richard Campbell, nineteen, of 142 North Elliot Place, Brooklyn, awaits arraignment this morning in the New Jersey Avenue Police Court on a charge of grand larceny. It is charged that he admitted stealing \$782 yesterday morning from the safe of the branch of the State Bank, at Pitkin and Stone Avenues, where he was employed as a clerk and messenger, and then reported that he had been assaulted and robbed of the stolen contents of the safe. After his admission he accompanied detectives to his home, where, the detectives say, they found the entire sum in a drawer of a washstand.

At 10:10 yesterday morning Campbell left the bank. At Horner St. Klein's five and ten cent store, 1706 Fulton Street, he collected \$292, and at J. Klein & Sons, 1942 Fulton Street, \$490. Soon after 12 o'clock he appeared at the bank without his satchel and told an exciting story of robbery at Ralph Avenue and Fulton Street. Two men whom he had seen loitering around the bank two days before, he said, attempted to steal his satchel and snatched the satchel away.

Evidence of rough treatment was lacking, but a physician the bank officials called in said that possibly the boy had suffered internal injuries. Detective McKelvey, of the New York City Police, questioned the youth for an hour and a quarter. Then, they said, he admitted taking the money. He was locked up in the Brownsville police station, where his satchel was found near Ralph Avenue and Fulton Street. Campbell said his pay from the bank was \$62.25 a week. He wished better clothes and fine Christmas presents and could not resist temptation, he is alleged to have said.

## TO ORGANIZE NEEDY, CHRISTMAS PLAN

Salvation Army Baskets Start Off Scheme to Have Poor Aid Poor.

Commander Evangeline Booth, of the Salvation Army, has a plan for making thousands of dependent persons in this city independent. She will begin Christmas Day by sending out from the Army's headquarters, on West 40th Street, 6,000 baskets containing 30,000 individual dinners.

The names, addresses, conditions of life, reasons for poverty and all other data concerning each case will be collected. Then, after New Year's, with all this information at hand, the Army will perfect an organization among the poor for the poor. It is not enough to create organizations of citizens who will take an interest in the unfortunate, she says. The Army must be organized to overcome their needs.

"Of course, organized poverty and organized destitution do not have pleasant sounds," said Commander Booth, "but these will be converted into organized encouragement."

"Many thousands of persons are unfit to support themselves simply because they have lost courage. Let us give these people together, have them confide with each other and exchange confidences. I am sure good results will follow. We will welcome those who have lost in the struggle for existence, who feel that they can't float alone."

Colonel E. J. Parker, the social secretary, and other Salvation Army leaders said they were in full sympathy with Miss Booth's suggestion. "Persons who have fallen from us at Christmas belong to the helpless, not to the vicious, elements of society," Colonel Parker said. "Fifty thousand of these will be cared for in some way in the metropolitan district this Yuletide. Business conditions have solved temporarily, the problem of unemployment for those who are willing to work, but we still have with us the sub-standard men and the unfit."

Davies to Talk to Exporters.

Joseph E. Davies, chairman of the Federal Trade Commission, has accepted an invitation of the American Manufacturers' Export Association, to speak at a luncheon Tuesday, at the Hotel Biltmore. He will explain the attitude of the commission toward the future export trade of the country.

Parents to Hear of Gary Plan.

The Parents' Association of Public School No. 50, at Vyse Avenue and 173rd Street, The Bronx, will meet in the school auditorium to-morrow evening to hear an explanation of the Gary plan, the speakers announced by Mrs. Alice Barrows Fernandez and Dr. Taylor.

ROOF GARDEN

BROADWAY AT 47th ST.

DANCING

TODAY

3:30 to 6:30

8 to 12

Reg. Wed. Night and all during

Holidays. Huge XMAS TREE. Refreshments in abundance. Everybody Known. Everybody Goes to New York's Most Popular Restaurant. Weather. Monday night lunch or after-theatre supper. The STRAND ROOF GARDEN is pleasing to everybody.

Aff. Tea Popularity Voting Contest Ends Dec. 21st. Vote Early.

Tues. Night. Le Tanton Night. Gen. Mgr. Edgar S. de Wolfe.

Supper

\$3

The Holland House

J. Charlton Rivers, Prop.

Fifth Avenue at 30th Street.

On New Year's Eve a sumptuous Supper will be served for \$3 at the Holland House. It will be truly an epicurean delight. It will positively be the best supper you can get in New York at the price.

In order to be sure of securing a table it will be necessary to order your reservation well in advance.

The Holland House

J. Charlton Rivers, Prop.

Fifth Avenue at 30th Street.

## KIDNAPPED GIRLS ANXIOUS TO GO ON

More Concerned Over Veteran and Florida Trip than Returning Home.

CIVIL WAR SONGS HE TAUGHT, POLICE CLEW

Arrest Followed Children's Singing on Train—Prisoner Disliked Their Home Life.

"He said we were going to Florida, where it is warm on Christmas Day." Two small girls, Effie James, aged eleven, bright and standing erect, and her sister Vivian, aged nine, pretty and very shy, were telling how it feels to be kidnapped. Effie did the talking; Vivian would say scarcely a word.

"Where is Mr. Gilson?" Effie asked. The superintendent of the Children's Society didn't tell her that the seventy-three-year-old Civil War veteran was locked up in Police Headquarters charged with kidnapping the girls from their home in Lowell, Mass.

"Where did you meet Mr. Gilson?" "We have known him for a month. He knew my father's parents' parents, and Thanksgiving he brought us a turkey. He knew my father, a brakeman, who was killed in a wreck. My mother works in a cartridge factory. She used to keep the store she bought with the money she got after father died."

"Mother goes to work at 2:30 in the afternoon and gets back at 10 at night. Me and Hilda, who is in the first grade, come home from school and find the baby whose mother has left him alone. All of us go to bed before mother returns. We all sleep in the same room."

"What did Mr. Gilson ask you after Thanksgiving?" asked the superintendent. "He asked us for a week before we came away. He didn't pay for anything. One day Vivian went with him to Boston to get his pension. It was \$75. A week ago Friday we started for Florida. When we reached Albany station and I had our long hair bobbed, Mr. Gilson bought us these long red ribbons, and another Christmas hair ribbon, and new dresses," said Effie proudly.

When asked if their mother knew they were going away, Effie replied contentedly: "No, we went from school; we just told Hilda to run along home and mind the baby till mother came. Questions about what mother might think of us came up, but she said, 'I'll return home brought two shags from her erect little shoulders.'"

At Police Headquarters David Gilson, held without bail at the request of the Chief of Police of Lowell, Mass., said: "A Grand Army man, sir, never backs away from trouble. I saw how these girls were being mistreated in their home and I took the only honorable course."

"The mother never paid any attention to them. One day when little Effie disappeared, Mrs. James said: 'Never mind looking for her, she'll come back. She is a smart little girl, and can sing all my Civil War songs. I taught them to play on the piano. Last week when I told them I was going to Albany they asked me to bring them along, so I just did. It was time somebody was looking after them.'"

Gilson's war poems were his undoing. It was because the girls were singing them on the New York train that the conductor telegraphed to the New York police to have detectives meet his train.

KASS DEPOSITORS ORGANIZE

Safety Body Formed to Protect Interests.

The depositors of the bankrupt East Side Bank of Abraham L. Kass had themselves incorporated into a sort of safety first organization in the Supreme Court yesterday. They will call themselves the Abraham L. Kass Depositors' Association.

"To unite all the depositors of the bank of Abraham L. Kass into one organization, and to safeguard the interests of the depositors of the said bank during the liquidation; to promote harmony, and to take such other steps as may insure an economic administration of the property and to insure a speedy liquidation; these are given as the objects of the association."

Distinctive New Blouses at 7.98

Crepe Georgettes that are headed and embroidered—combined with this exquisite head work and embroidery is the expert designing showing graceful lines and new features that make for style satisfaction. Favorite colors are white, flesh, amethyst, chestnut brown, green and navy.

Entire Group of Blouses at 13.98

Is marked by a fineness of designing to make you think of foreign productions—Two-color combinations are highly favored, blouses and sapphire or peony with black or navy being examples—These are Crepe Georgettes and several show hand embroidery in linen thread and silk floss.

Finer Blouses at 18.98

This means \$25.00 prices elsewhere.

If You are Going South (and if you are not) You will want to see these

New Linen Blouses at 2.98

Organic and Vellies—fresh from several best makers—you will be charmed with the variety.

Other New Linen Blouses at 9.98

GIFT HINTS FOR WOMEN—Sure to Be Liked—All Useful

WOMEN'S RAINCOATS—Rubberized cashmere, cotton and mohair—sleeves for women and misses—olive, tan, black, grey, navy—convertible collars—Regan belted all around—advance spring models—a fine Xmas gift—reg. \$7.98

COATS of Corduroy Velvet, Zibeline, Broadcloth and Wool Mixtures—bare or belted—convertible or muffer collars of fur, plush, velvet or self fabrics—warmly lined and interlined—21.98

Flare and Belted Models—Corduroy Velvets, Wool Mixtures, Zibelines and Novelty Checks—some fur collars—lined and unlined—Special 12.98

MUFFS Black and Red Fox Muffs—round and pillow 10.98, 17.50

Natural Racoon 10.50, 15.98, 21.98

Skunk 24.50, 29.75, 45.98

Scarfs to match—9.50, 11.50, 14.75, 21.50

Beaver 19.98, 21.50, 27.50

Scarfs to match 11.50, 14.75

FUR SETS

Fur Sets of Jap Cross Fox—double animal scarf—new round muff—finished with brush tail and head; also Black Lynx Pillow Muff with Novelty Scarf—Special 39.98

## HEARN

Fourteenth Street West of Fifth Avenue

ONLY FIVE DAYS NOW TO CHRISTMAS!

These Last Hints Will Be Welcome Remember, Here Money Goes Far

### HANDKERCHIEFS

Women's Silk Initial H'd'k's—each .25

Women's Pure Linen H'd'k's—hemstitched—each .10

Women's H'd'k's—Pure linen—sheer and cambric—12 1/2 to .49

Women's Lace Trimmed H'd'k's—Pure linen centres—Val. princess and Venice laces—plain centre or one corner emb'd—25 to 1.49

Embroidered H'd'k's—Pure linen—machine or hand emb'd—12 1/2 to .98

Fine H'd'k's—Pure linen—Madeira and Appenzeller hand work in exquisite designs—a really handsome assortment—1.49 to 2.60

Crepe de Chine H'd'k's—White with self or colored border—some show colored embroidered corner—also rolled hems of color. Armenian lace trimmed and others including novelties .25

Men's Silk Initial H'd'k's .49 to .98

Men's Plain Silk H'd'k's .39 to .98

Men's Silk Tape Border .49 to 1.98

Men's H'd'k's—Pure linen—various hems—regular sizes .12 1/2 to .49

Extra sizes .25 to .79

Men's H'd'k's—Pure linen—tape border—reg. size .15 to .39

Extra sizes .25 and .39

Men's Crepe de Chine H'd'k's—white with colored border—also solid colors .49 to .98

Men's Colored Border Silk H'd'k's—some with colored initial .each .40

Boys' Silk Initial H'd'k's .each .25

Boys' Colored Border Silk H'd'k's .each .25

Boys' Linen Initial H'd'k's .each .12 1/2

Women's H'd'k's—One corner embroidered—pure linen—hemstitched—six in box .1.00

Finer, six, four and three in box, 2 to 2.98

BLouses